

The Home News
— FOR —
ARDENODE
BAINTREE
CHANCELLOR
CARBELAND
CHEABLE
CHAMANTLE
DALROY
DALEMEAD
IRRICANA
KEOMA

THE STRATHMORE STANDARD

AND BOW VALLEY

The Home News
— FOR —
LYALTA
LANGDON
MANANA
NIGHTINGALE
ROCKYFOUR
REDLANDS
ROCKFORD
STANDARD
STRATHMORE
TUDOR

VOL. XIX, No. 7

Strathmore, Alberta, December 7th, 1927

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THE NEW FORD CAR DEMONSTRATED AT CALGARY

The new Ford went on display December 2nd. It is known as Model "A", and replaces the Model "T" which for almost years has been the automobile history, and comprises a line of six passenger models representing light delivery and truck models.

Presenting appearance, a wide range of light color combinations, great power, high speed, flexibility, road ability, unusual get-away, economical operation, and rugged, simplified construction are cited as outstanding features of the long-awaited car. Design and construction inherent peculiar to high power machine are said to be incorporated in the new product.

The lines of the new Ford are distinctive. The wheelbase is 109 1/2 inches, and the lower suspension and deeply-crowned, gracefully contoured end-piece fenders are pleasing to the eye and suggest speed and power.

Bodies are of all-steel construction and a new type of one-piece, steel spoke wheel employing a drop-centre axle and eliminating the old-fashioned rim and rim clamps is employed. A selective sliding gear transmission is fitted with a multiple drive clutch, and the rear axle is of the three-spring floating type with spiral Beir gears permanently adjusted and noiseless.

Pull torque tube drive which relieves springs of all driving strain is featured, and four-wheel, mechanically actuated, internal expanding brakes have been incorporated in the new product. Throughout the design of the car ease and quietness of operation great strength and accessibility of all parts have been kept in mind. According to Ford officials the purpose back of the new car is to provide a small car which will incorporate all light car advantages with the features of comfort, speed and safety heretofore peculiar to heavy and expensive machines. They confidently assert it has been accomplished in the new Model "A" Ford. The four-cylinder power plant of the new Ford develops 40 horse power at 2200 revolutions a minute, practically double the power of its predecessor, but this great increase in power has been effected without loss of economy. It is claimed that the new car will afford thirty or more miles to the gallon of gasoline. This remarkable increase in power is effected through use of a larger cylinder bore, by static and dynamic balancing of flywheel and crankshaft, and by the use of light relieving cranking parts.

The Model "A" Ford incorporates a number of unusual features of design which have been born of years of experiment. Most of these features make for long life, simplified service and more economical maintenance. Lubrication is a combination of pump and gravity systems and the new oil pump, thermopneum and pump circulation of water. The water pump is so designed that it comes into use when the motor is turning at a fair rate of speed, and overcooking at low speeds or in cold weather is thus avoided. The motor is easily and quickly a low-speed motor, developing its maximum power at 2200 r. p. m. This is consistent with established Ford practice which always aims at securing a minimum amount of piston travel per mile of road travel, with resultant minimum of strain and wear on moving parts.

The motor is set in the frame at an angle of 31 1/2 deg, and practically a straight drive to the rear axle is thus secured. The nine plate multiple disc clutch comprises four drive and five driven discs which operate without lubrication. A feature of the clutch is that on disengagement it immediately and completely neutralizes the driven plates with the result that the gearshift lever may be snapped across immediately the clutch pedal is depressed without fear of clashing gears. Clutches of this type have hitherto been peculiar to high priced cars.



HON. ANTOINE J. LEBER Provincial Secretary-Treasurer of New Brunswick, who has just sold a bond issue of \$1,000,000 for the Province of New Brunswick, which gives the Province a loan at 4 1/2 per cent, the lowest rate of interest paid in any province since before the war.

The transmission departs from conventional light car practice in the use of ball and roller bearings instead of bushings. These bearings make for more satisfactory operation, smoother performance and longer life. The steering gear also is unique in its light car field, being of the irreversible worm and sector type with the worm carried in ball bearings. Front end weight of 700 car also is carried on roller bearings which are placed at the top of the spindle knolls, and the result of these refinements is unusual ease in steering.

Unusually self-lubricating spring is used, and for it Ford engineers claim the following advantages: that the springs contact with the frame at only one point and that in the centre line of the chassis with the result that the chassis is subjected to no twisting strains; that it permits the full torque tube drive, that it reduces unsprung weight to a minimum and improves riding qualities; that the springs have only their natural function of absorbing road shocks to perform; and that danger of uneven application of front wheel brakes is avoided because the front axle is held rigidly at right angles to the chassis centre line, and there is no possibility of uneven tension upon brake rods. The brakes are of special Ford design and operate on the inner surface of substantial steel drums. All brake parts are cast-steel plates as a precaution against rust, and each brake is instantaneously adjustable through manipulation of a small adjusting stud on the exterior of each brake drum. Brake pedal or hand lever will apply all four brakes simultaneously. Sixty per cent of the braking effort is applied to the rear wheels and forty per cent to the front wheels.

The new car is completely equipped with five steel spoke wheels, improved method of chassis and motor lubrication, four hydraulic shock absorbers, speedometer, windshield wiper, rear view mirror, remote door-latch control. There are six body styles: sedan, coupe, roadster, four-door sedan, Phaeton and Sport Roadster. Styles will be available in an extensive range of normal colors.

Unusual performance unprecedented in the light car field is claimed for the new Ford Model "A". It will attain a speed in excess of 60 miles per hour and may be held at that speed for long periods without discomfort to passenger or injury to the mechanism. It accelerates at a terrific pace and seems literally to leap away when the clutch is engaged. It has been driven at more than 40 miles per hour in the intermediate gear. It manoeuvres with great ease, negotiates the roughest roads at speed without undue bodying, holds on a sharp unbanked curve at 45 miles per hour and has a turning radius of only 17 feet.

Hard Times Dance

A Hard Times Dance, held under the auspices of the Strathmore Branch of the Canadian Legion, was a thoroughly enjoyable function. Owing to the unfortunate condition of the roads, and numerous other attractions, the attendance was not as large as it otherwise would have been; however, this did not lessen the pleasure of those who did come to dance.

The Elk's orchestra furnished the music, which proved to be a very lively and varied program. Secretary-Treasurer Peterson and his committee had efficiently arranged all the details, which ensured the enjoyment of the evening.

Owing to the busy time of year, not as many as formerly were in costume; however, those who were furnished sufficient amusements for the benefit of all present. Mrs. Cranbrook was the ladies prize, a box of choice chocolates. The gentlemen's costume proved to be between Mr. G. H. Patrick and Mr. Jimmy Gunn, and each was presented with a box of cigars. Both of these outfits caused very much merriment. Mr. Patrick, a typical "Old Bill" with his nose and face properly decorated, and his "bottle on his hip," was very funny; also Mr. Gunn, with his numerous patches, his coat tied with strings where the buttons used to be, and his shoes, each had lost their mate, voked many a loud smile.

Mrs. Cranbrook's very much worn shawl, skirt and shoes, also mis-matched and tied on with the indispensable white string, were typically hard times. Supper was served at midnight in the dining room by the I.O.O.F. Here streamers of red, white and blue were fastened from light to light, and the various corners of the hall. The tables also with the same color and numerous flags made a very pretty effect.

The ladies who arranged this part of the evening's program were Mesdames Whitehead, Gately, Koenig, Garrett, Marsh, Harris and Moore. Those assisting in serving the guests were, Mrs. J. French, Mrs. Gibson and Mrs. Harris. Mesdames Gately and Moore.

Mr. Van Tighem presented the prizes to the winners.

ST. MICHAEL & ALL ANGELS HOLD CONFIRMATION SERVICE

St. Michael's Parish conducted a very impressive confirmation service on St. Michael's last Sunday evening. The regular service was conducted by the Rector, Rev. T. B. Winter, with the lay-reader, Mr. Patrick, reading the lessons.

The choir rendered in a pleasing manner, the beautiful anthem "God is Spirit". The Bishop's address to the six communicants was full of earnest spiritual advice. He stressed the help to be derived from faithful observance of the "secondary means" the Church affords as a source of strength in the spiritual life. The picture was very beautiful that as they held close the hand of the Master through life, so at life's close would the Everlasting arms be there to take them to the Presence where they would meet Him "face to face".

Rev. Winter presented the communications to the Bishop for confirmation.

COMING EVENTS

Women's Institute meeting on December 8th, at the home of Mrs. Ellen Wain.

Xmas parcels, letters and cards should be mailed early if you want them delivered on time. Don't leave them until the last day and expect "postage" to be able to handle everything in one day. Have a heart.

Anglican Ladies Bazaar

The Ladies Guild of St. Michael and All Angels' Church, held a very successful bazaar Saturday.

Financially and numerically it was a very gratifying success, the net proceeds amounting to about \$235.00.

There was much excitement caused by the drawing for the large model of the school, and the large doll. Rev. T. B. Winter held the lucky number for the former, while Mrs. N. Wodman drew the doll ticket.

The various booths were in charge of the following ladies: fancy work, Mesdames Hildy, J. French and Sister; baby dolls, Mesdames Irene Hildy and Hyder; doll stuff, Mesdames Saunders and Izard; bran tub, Mrs. Percy Wright and Mrs. Dorothy Freeman; pantry sale, Mrs. Sweetman and Mrs. Fossenden; candy table, Mrs. Cranbrook and Miss Watson; tea room, Mrs. O. Wright, assisted by Mrs. T. Chamberlain, Mrs. Freeman, Miss Gibson and Miss Slater.

LETTER TO THE EDITOR

Editor, Strathmore Standard, Dear Sir:

May I, through the medium of your paper, and on behalf of the Strathmore School Board, thank all those who sought the bazaar on Monday and helped to get all the children and staff safely home from school. It required continuous effort from 11:30 a.m. until 3:30 p.m. before the schools were finally cleared.

I would like to thank all those in town who so kindly took in and sheltered all the children from the schools, who could not go home and had to be cared for overnight.

I would also like to lift this opportunity of thanking the principal and staff for the very careful manner in which they held all children at the school until proper provision had been made for them.

It is noteworthy that all were safely taken care of without being exposed to the elements.

Yours truly,
J. A. FRENCH
Chairman Strathmore School Board

'HUBBIE' PLAY IMPROVATION PARTY IN FAR NORTH

OTTAWA—The "dog's life" in northern Canada is so very interesting to the canine. It is important to gauge the value of the part he plays in the development and exploration of the great open spaces. His latest assignment is to assist for the next year or more in the defining and examining of the 10,000 square miles of land set aside as a national park in the midst of that wilderness northeast of Great Slave Lake.

THE CHAUTAUQUA HELD THIS WEEK

The Chautauqua opened on Monday night with a play called "Hubbie", in which some exceedingly clever work was presented, and which met with the approbation of those present.

On Tuesday night, a double performance was given by the Julius Quartet, the having failed owing to the train being late, to arrive in time to give the afternoon program.

Miss Cameron was the director in charge of the Chautauqua work. Mr. Evans gave a short address, referring to the aim of the Chautauqua work, more as a community proposition rather than a business venture.

The lecture and demonstration by Mr. Dunton on "The Potter and the Clay" was very well received, and the practical work decidedly interesting, and instructive.

The Chautauqua will close on Thursday night with the play "New York City" which will be presented by the Martin Erwin players, who have made a decided hit over the whole Chautauqua circuit.

SCHOOL COLUMN

During the month of November there were 184 pupils in attendance at the Strathmore Schools. Of these 74 had perfect record, being present every day. The average daily attendance was 162.4, and the percentage 89.1.

Room four has been awarded a half holiday for having the largest percent of perfect attendances. This is the second month in succession that Mr. Currier's room has won this honor.

GOVERNMENT CONSIDERING EXTENSIVE OIL HIGHWAY PROGRAM

EDMONTON, Alta.—That the provincial government may embark on an extensive program of oil highways for the province, and that as a result an international company will erect of \$300,000 refinery plant in Edmonton to supply the asphaltum oil needed, is reported in authoritative circles today.

Representatives of the refining company have been in the city on three occasions in the last few weeks, and it is understood that the matter of oil highways has received the careful consideration of the government.

Graveling highways has proved expensive without an oil paving. In many cases, the oil from gravelled highways is only temporary, as the gravel has worked down out of the roads in a year or two. With the under-supply by the oil it is believed that the life of the gravelled highways will be considerably shortened, and that the paving of highways will be cut off for some years.

Work from the Calgary field has been sufficient to provide the necessary crude which is required for the road work. But oil from the Wainwright field can be used, although it has not yet been determined if the oil is in sufficient quantities to allow of this field being utilized. Officials of the highways department admit that the matter has been under consideration for some time, and that experiments probably will be made in the near future. If the plan of oiling the highways of Alberta is made a government policy, the \$300,000 refinery for Edmonton is assured, it is stated.

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15

Shopping Days Fill Christmas

time the work is finished the understanding and road fellowship between man and dog will have little to be desired.

In the meantime the citizens of Ottawa, walking and driving about the parkways, used to admire six great dogs with shaggy fur and haunting eyes, walking sternly at their leashes, or squating to bay wolfish at the rising moon.

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MINER RUBBERS

Keep the Feet Dry



NIPIGON

ANY man who has to be out of doors in all kinds of weather requires footwear that will keep his feet warm and dry at all times.

There is no better footwear made than Miner's Grey Invincible Brand.

We have a stock of the "Nipigon" and "Invincible" short boots.

Come in and look them over.

Thos. E. Wright
"MEN'S BETTER WEAR"

102

INVINCIBLE

Store Phone 74

Residence Phone 77

TURKEYS! TURKEYS!!

P. Burns & Co., Ltd. wants 5,000 Turkeys, Ducks and Geese for the Xmas trade. They will send a man to Cott's Meat Market around December 8th, and pay you highest prices—and Cash for them.

Ship your hens and chickens now before the cold weather, and get the best prices. Call and get crates, and have the cheques come direct to you.

Phone 74 or 77, or write Cott's Meat Market, Strathmore, the number of birds you have on hand, so plenty of crates are available.

Cott's Meat Market

Store Phone 74

Residence Phone 77

Coal Newcastle, double screened lump, \$7.50 at shed, \$8.00 delivered. Lethbridge Imperial, \$9.00 at shed, \$9.50 delivered. Special price on 5 ton lots.

Chas. Keeling

PHONE 72

STRATHMORE

THE KING EDWARD HOTEL

The place where we want you to feel at home.

We endeavour to please and aim to give Service and Courteous Treatment

FRANK MILLER, Proprietor

HARRY K. THAW IS BACK IN HEADLINES; VIOLENT NIGHT CLUB

NEW YORK—Harry K. Thaw returned to Broadway night life and the headlines. The slayer of Stanford White visited the night club just opened by Evelyn Nesbit, his former wife, and left in an uproar, leaving broken glasses and confusion behind.

Thaw, accompanied by Morgan Pendleton, his personal bodyguard,

entered the club, the Chase Evelyn, at the height of the evening's entertainment.

He was greeted cordially by Miss Nesbit, who spent some time at his table. As was his custom, he gathered half a dozen or more of the girl entertainers of the club around him.

Then Thaw and Pendleton got into an argument. Evelyn left the table. Two newspaper cameramen who were present set off flashlights to get a picture of the fun. Pendleton started after one of the cameramen and Thaw,

SPORT NOTES

THE ANNUAL PROMOTERS' WAR IS RAGING

NEW YORK—The annual promoters' war has been raging down Cailliflowers Alley.

Each year along about this time, Jim Mullens and Humbert J. Tunney and Floyd Fitzsimmons and some of the lesser lights of the fight promotion racket rise up and announce the impending overthrow of the richard dynasty.

And each year, along about summertime, Tex is alone in the field with the heavyweight champion and contender jumping through the hoop every time he snaps his fingers.

In the meantime, however, the boys must have their say. So Jim Mullens is travelling eastward "prepared to sign Gene Tunney for a championship bout next year," and Humbert J. Tunney says he is known that he has a \$500,000 guarantee ready for the champion "any time Gene wants to exercise his fourth prize."

Floyd Fitzsimmons has not been heard from as yet, but he should check into the ballyhoos before long.

Thus the promoters' war of Richard, who has very little to say except that they are full of prizes.

One thing must be said for Tunney. He certainly snaps and abets the ballyhoos of the lesser lights of Cailliflowers, but, these seems to get calmer around this time of year, and is ever ready to contribute to the avails chorus which beats about Tex Rickard's name's unconditional sack.

Tunney contributes a choice bit to the effect that Richard is Jack Dempsey's real manager.

"Everybody knows Tex appointed Leo Flynn," says Gene, with a time direct for accuracy.

"As far as I'm not under Richard's management," adds the champion.

Immediately, the hue and cry of the snarl fly reveals to a roar of triumph, "Tunney says he's not tied to Richard!" they proclaim.

"I'll match him," says Mullens.

"And I, and I," chorus the others.

Gene comes in with a statement to the effect that he wants to fight three times in 1928, which would seem to provide enough material for several promoters.

Tex Richard shifts his cigar over to the other corner of his mouth and says Tunney, too, is full of prizes. Tex knows how many world's championship heavyweight fights can be sold in a town without killing the goose that lays the golden egg.

Philadelphia sportmen are said to have entered the inaugural war with an offer of \$750,000 to Tunney for a bout there next summer. Mullens has selected Chicago, which he points out that Chairman Big Parley, of the New York State athletic commission, has given him permission to stage a heavyweight championship fight here in New York.

Which certainly is nice of Mr. Parley. Humbert Tunney, who got the Tunney name because he in his bonnet a year ago and was badly stung, is treading a bit warily this time. But Humbert says he has been "approached by representatives of Gene Tunney regarding the promotion of the next championship fight." Humbert has a \$500,000 promise ready for the next promoter.

Floyd Fitzsimmons always was my favorite winter promoter of summer bouts. It seemed as though his imagination stretched further, with less provocation, than that of any of the others. Probably Floyd will be along with an offer for Michigan City million-dollar guarantee and all the trimmings.

After a while the storm will subside, and in the good old summertime Tex Richard will go ahead without any particular fuss and feathers and attend to the promotion of the next heavyweight championship fight.

WANT BRITISH IMMIGRANTS IN RATIO OF TWO TO ONE

SASKTOON, Sask.—That the proportion of the British-born immigrants to Canada as against other nationalities should be two to one, and of the balance 30 per cent. should be Nordic, and no southern European, was the outstanding feature of discussion at a meeting of the Canadian Legion to night, when the special committee reported its answers to the questionnaire on immigration prepared by the Saskatchewan command of the Legion.

ponding on the table with a bottle, coming in a waiter.

In the mixup the glassware went on the floor and one of the girls was chastised by a fragment of "Frugie." Quiet was restored eventually and Miss Nesbit closed for the night. Thaw paid his \$50 check before leaving.

CONSIDER THE GOLFER

Consider the golfer, for he is the Son of Joy. He requires not to be awaroused, but, at least, of a warm and smooth the whole house.

Mighty are his preparations, and there is much rushing about to find his things.

He swallows his breakfast without complaint and fortifies himself at the front of his locker.

Optimism is his middle name; and in this bright location there is no such word as "Rain."

The "touch of liver" known to him, and dyspepsia is a stranger to him. The sun lights up his countenance, and his fingers keepeth its beauty; un-bogged, unchained and unshorn.

He laetheth not a topic of conversation, and concerning his score, the truth is not in him.

He is happy in his folly, and woeareth the smile that will not come off.

He prefereth a pleasant day out on a moonlight night.

He findeth a smile of approval from his caddy more thrilling than the smiles of blondes and sirens.

For every man must have his folly, whereon he worleth off the original sin within him. And some choose wine, and some tobacco, and some flirtation.

But the golfer exceedeth them all in his wisdom.

"Tex" Schuler is sitting up late at night trying to figure out whether this description describes Ernie Whiteside or "Pat," but thinks that possibly the former is the most outstanding example.

TEX RICKARD MAY MOVE NEW CHICAGO

NEW YORK—George Getz, the Chicago millionaire coal man, who paddled in pugilistic waters for the first time with the Tunney-Dempsey fight, is going deeper in the fight game and promises to emerge as the backer of Tex Rickard in a battle to the limit in Chicago with Jim Mullens, who has been stealing some of Rickard's stuff and getting away with it, much to the chagrin of Tex.

Following the staging of the Dempsey-Tunney fight, Getz and Rickard had a long conference, the gist of which was that Getz promised the support of himself and others to Rickard if he decided to come to Chicago, build a sports arena and make a bid for big matches. One of the things promised Rickard also was the raising of the limit on championship matches to 15 rounds through political influence that if he said would be forthcoming when the news, early pressure was necessary.

Rickard, however, felt he was so tied up in New York that he couldn't accept the offer of assistance. Besides, he remembered how he had been double-crossed once before in attempting to break into Chicago. But a series of events since the fight of Mullens and Getz and his people's mind. He has discovered that some of his associates in Madison Square Garden Corporation have been tunnelling under him in an attempt to oust him. He has learned that Mullens, once considered as a lieutenant of his, was called to New York for the purpose of not only

THE NEW FORD CAR

AN ANNOUNCEMENT OF UNUSUAL IMPORTANCE TO EVERY AUTOMOBILE OWNER.

—By Henry Ford—

THE NEW FORD WILL SELL AT A LOW PRICE

"The price of the new Ford is low in accordance with the established Ford policy. I hold that it is better to sell a large number of cars at a reasonably small margin of profit than to sell a few cars at a large margin of profit."

"We never forget that people who buy Ford cars are the people who helped to make this business big. It has always been our policy to share our profits with our customers. In one year our profits were so much larger than we expected that we voluntarily returned \$50 to each purchaser of a car. We could never have done that if this business had been conducted for the sole benefit of stockholders rather than to render service to the public."

"No other automobile can duplicate the new Ford car at the Ford price because no other manufacturer does business the way we do."

"We make our own steel—we make our own glass—we mine our own coal—we make virtually every part used in the Ford car. But we do not charge a profit on any of these items or from these operations. We would not be playing fair with the public if we did so. Our only business is the automobile business. Our only profit is in the automobile we sell."

"We are able to sell this new Ford car at a low price because we have found new ways to give you greater value without a great increase in our own costs."

"We did not set out to make a new car to sell at such a price, such a figure. We decided on the kind of car we wanted to make and then found ways to produce it at a low price."

"The new Ford car, in appearance, in performance, in comfort, in safety, in all that goes to make a good car, it will bear out every thing I have said here. We consider it our most important contribution thus far to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

For full particulars on the NEW CAR call at

HUGHES MOTORS

STRATHMORE ALBERTA ROCKYFORD

spilling some bouts for him and bringing them to Chicago, but was offered assistance in promoting matches in opposition to Richard in New York.

There are wheels within wheels in the New York situation, but in invading Richard's bailiwick Mullens has precipitated a fight on himself in Chicago that may have a disastrous effect on his future and at least threatens to be a bitter battle.

Mullens, prior to the Dempsey-Tunney fight, enjoyed practically a monopoly in staging bouts in the Windy City. It was thought that he resigned caprice. Many of the smaller promoters felt his power and had to talk tactics with him or be frozen out—some of them even being set down by the commission on what was considered minor offences. Then came the heavyweight bout and the consequent entry of plus and other financially and politically influential men. It was early stipulated that none of the existing promoters—Mullens, in particular, being all but named—should have anything to do with it.

Now the fight situation in Chicago is split up. Getz and others are lined up with Richard. Some of the political clubs who were associated with Getz in the title bout are understood to be backing Mullens. Getz and his people are willing to spend real money—the first that he made his appearance for an arena despite all the high-sounding promises recently announced here.

Rickard has disposed of considerable of his Madison Square Garden Corporation stock in order to have as later out, and the fight is about to start.

with the boxing commission in the middle and likely to emerge badly frayed.

MCLARNIN RACING THROUGH VARIOUS FIGHTING CLASSES

DETROIT, Mich.—Jimmy McLarnin, sensational Pacific coast fighter, who is tarrying in the lightweight class for a brief spell with hopes of getting a crack at Sammy Mandel's crown.

McLarnin, former Vancouver, B.C., youngster, who is taking on weight rapidly, is a graduate of the fly-weight class, his last bout in that division being followed by the death of his opponent, Punchy Villa, former title holder. Increasing poundage forced him into the bantam ranks, where he fought Bud Taylor, titleholder, but he soon had trouble making the weight and took a feather-weight loss.

McLarnin's last bout in the 125 pound class was with Johnny Far, but he was weakened considerably in making the weight limit of that division. As a result, McLarnin began a campaign among the featherweights, his latest victim being Louis (Kid) Kaplan, whom he stopped in Chicago.

McLarnin's management announced he probably would weigh in today above the lightweight limit, and indicated abandonment of the division for the winter ranks was in prospect after a few more bouts.

READ THE WANT ADS.

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CALGARY

"THE BEER WITH A REPUTATION"

Will Make It -- It's The Best There Is

ON SALE AT ALL THE BEST HOTELS AND CLUBS

Buy it by the Case

Order from Your Nearest Agent

This advertisement is not inserted by the Alberta Liquor Control Board nor by the Government of the Province of Alberta.

Women all over Alberta are making better bread with...



SPILLER'S BAKING POWDER

Get a sack from your grocer!

STRATHMORE TRADING CO.

GUARANTEE

For a full and complete list of products and prices, see the Standard, Strathmore, Alberta, December 7th, 1927.

I Saw Last Week

DON McRAY has become quite interested in telephone work, hence he doesn't care so much about the action board does about the staff. MR. G. H. PATRICK "beautifully groomed" as the Hard Time Dance. W. B. SPRING THUNDER in a quandary regarding getting the new light arranged in the Hufman division. REV. J. N. WILKINSON carrying a kettle and cooking for a tinsmith. JIM SWANSON telling Bobby Hamby a new thing about getting to work late; that's the kind of service I appreciate, said Bobby. I am not like Roy May, I know a real worker when I see him. W. N. WATSON admiring the design of a new car. JIM GUNN capturing G. H. Patrick's partner in a tag dance at the Memorial Hall on Friday night, and G. H. surrendered most gracefully. T. H. EVIS, of Hanna, formerly of Strathmore, en route to Toronto, greeting old friends at the station, looking like a million dollars. SPENCE HUGHES lecturing on the merits of the New Ford Car. Some class to that car—just wait and see it, says Spence. It sure is worth waiting for. HARRY KENDRICK, before leaving for Loomis, Illinois, dispatching his "pet chicken" to the happy hunting grounds, not wishing to have to wait up another case of circumstantial evidence when he returns. D. N. GARDNER admiring the work of the Caterpillar snow plow. D. N. is a real con- (thrust) upon the question of keeping the roads clear. BILL THERNEY endeavoring to persuade Frank Miller to give up a new rope which he was carrying around. Bill was quite worried that someone might use the rope on Frank, with fatal results. THE MINISTER OF PUBLIC WORKS makes a lot of happy boys by giving them a sleigh ride. OLIVER WRIGHT giving a final warning to the dog tax delinquents. CHIEF A. V. McPAILLAND inspecting the electrical work at the school, and making Marshall Kingston happy by passing it as well done. ALTA boy, Marshall, MICKEY TOURANCE recommending to his friends, a new coil just received from Bobby Hamby's minor. Mickey maintains that it has less ash and moisture and more real carbon than any coil he ever burned, and the price is right. Charlie Keeling, the Coal King had better watch his step. DEPUTY MAYOR HUDSON taking cold water treatment at the Power House. N. J. ROSS, of Cheside, looking for a section of land to rent. TED SCHULTE travelling to Calgary, and having to listen to one of Tony Grogan's continuous monologues. Poor Ted. D. N. GARDNER suggesting that "Whisper" racing would be a popular feature to add to the Strathmore Stampede. MARSHALL KIMPTON posting a big letter to Glenelg, and it was not addressed to John R. Barclay, M.L.A. FRANK MILLER holding a "quint" conversation with Bobby Hamby. Dr. J. W. GIFFEN independent of the snowdrifts, flying along in his snow machine. A REELLINGER wondering how he is going to get along, with his right bowler, Harry Miner, away both-ying in Illinois. BILL THERNEY

WINTER HOLIDAY TRIP

CANADIAN NATIONAL OFFERS

LOW FARES

CHOICE OF ROUTES

We will, at your convenience, advise and assist you in selecting the most attractive and convenient routes to—

Eastern Canada Pacific Coast
Central States or the Old Country

Drop in and see me, or give me a ring on the phone

E. M. WILSON, Local Agent, ROCKYFORD

—OR WRITE—

J. MADILL, District Passenger Agent, EDMONTON

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For Your Xmas Gifts

STAINLESS KNIVES—DESERT, TABLE, SPOONS IN CASES, CARVING SETS, COMMUNITY SILVER.

SLEIGHS FOR CHILDREN
KINDERGARTEN SETS,
SKATES, HOCKEY STICKS AND
PUCKS.
OTHER USEFUL THINGS.

SEE THE KING RADIO.

STRATHMORE HARDWARE

"THE STORE OF QUALITY AND SERVICE"

M. A. REELLINGER, PHONE 54

WHY NOT A TRUST COMPANY?

Recent news dispatches from the city where the Tammany is famous convey information of the death of a son of one of the founders of that notable institution, friendless, penniless, alone in Bellevue Hospital. Bequeathed the quarters of a million dollars in cash only a few years ago, after he had been provided with a good education, this scion of a man of outstanding organizing ability had lost everything, life included, in being a "good fellow".

One of the leading editorialists south of the international boundary epitomizes the case with: "To leave your son money, without having taught him how to use it, is to make misery your executor." Canadian Financier, October 5th, 1927.

THE TRUSTS & GUARANTEE COMPANY, LIMITED

220 Eighth Avenue West, Calgary.
H. A. Howard, Manager.

REVALUATION OF LAND URGED BY VETERANS

WINNIPEG—A recommendation favoring the revaluation of all farm lands of ex-servicemen, purchased prior to the establishment of the Soldiers' Settlement Board in 1915 and 1919 found the Settlement board, was unanimously passed by the executive of the Winnipeg unit, Army and Navy Veterans' association, Monday evening. The matter was left in the hands of the provincial command for action.

According to a letter received from W. Brown, a veteran of Teulon, Man., the ex-servicemen then who purchased farm lands in 1915 and 1919 found the value of the property had diminished considerably, but no rebate could be obtained from the Dominion govern-

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COLONIAL HOTEL, CALGARY
Weekly rates: Single, \$5.00; Double, \$7.00; Bath included.
Well lighted rooms, hot and cold water throughout. Central. 209 Seventh Avenue East. EDMONTON.

MELVILLE ANDERSON
OPTICIAN
Now with J. Val Anderson, Jeweller
35 Years in Calgary
208 Eighth Ave. W. CALGARY
... because the Soldiers' Settlement board was not functioning at that time.

Strathmore Trading Co.

"STORE OF PERSONAL SERVICE"

PHONES: Dry Goods 87 Groceries 18 Residence 88
CITY PRICES PLUS PERSONAL SERVICES

BOW VALLEY PRICE MAKER

OUR LARGE VOLUME OF BUSINESS, IN CONJUNCTION WITH OUR LOW OPERATING EXPENSE ENABLES US TO GIVE YOU THE HIGHEST STANDARD OF GOODS AT VERY LOW PRICES. 75% DISCOUNT COUPONS ON ALL DRY GOODS, SHOES AND SHOES.

CANNED VEGETABLES—

Sweet Corn, No. 1 pack, 6 tins \$1.00
Peas No. 1 pack, 6 tins \$1.00
Hamster Farm or Quaker Tomatoes, 6 tins, 5 for \$1.00
Libby's Sauer Kraut, 2 1/2 tins, Reg. 25c, now 20c
Refuge Beans, per tin 20c
Green Plum Prunes, 5 lb. pkts. 60c
500 lbs. Thompson's seedless Raisins, lb. 15c
Dates, nice fresh clean stock, 2 lbs. for 25c
Figs, looking or eating, choice Smyrna, lb. 15c
2 lbs. for 25c

GINGHAM KINGCOT, 8 PATTERNS TO CHOOSE FROM, 4 yds. 95c.

—VERY SPECIAL—
Flour, 90 lb. sacks. \$4.50
(50 sacks at this price)

JUST PUT IN STOCK—CLOVER LEAF CUPS, 95c. doz.

Quaker China Oats, per pkt. 40c
Robin Hood Oats, per pkt. 40c
Rolled Oats, 20 lb. sack \$1.00
Rolled Oats, 5 lb. sack 90c
Corn Flakes, 10 for \$1.00

Slit and Wool Coat, two tone effect, brown, camel, fawn, sunbrow, reg. \$1.35, now 95c.

JUST ARRIVED—Direct from their factories, London, England, a shipment of Peek Fran's Fancy Blouses. Agents for Strathmore, CANADIAN MILLS.

We sell PEABODYS' OVERALLS, COATS and COMBINATIONS, with the Zip Fastener. They wear like a pig's nose.

IN STOCK EVERYTHING FOR THE CHICKENS

Oyster Shell Grit, Charcoal, Fish Meal, Pratt's Poultry Regulator. Buy the right food and make your chickens lay and pay.

leaving the King Edward Hotel for Quon's restaurant to enjoy a roast chick dinner. Who wouldn't he be a high class tailor. PERRY PARISH giving a demonstration of two "strong lifts" that surprised his most intimate friends. He did this while entertaining on a tender for some work for Frank Miller. W. N. WATSON very much interested in Chautauque news.

WHEAT POOL NEWS NOTES

The Alberta Wheat Pool handled close to 45,000,000 bushels of wheat, which represents 69% of the total wheat marketed in Alberta. The gross turnover was close to \$55,000,000.

The cost of operation and administration of the Pool was approximately 120,200 or 9.20% of a cent a bushel. During the season re-inspections and surveys were called by the Pool on 1777 cars, resulting in 614 grades be-

ing raised, 8 lowered and 1153 with original grade held. The net gain to Pool shippers was \$60,515.46.

The Alberta Pool staff averaged 99 over the past season. This includes the branch offices at Edmonton, Vancouver and Winnipeg.

Some idea of the amount of business transacted by the Pool can be gained from the amount of mail despatched which totalled 515,375 during the year, or an average of 1760 pieces for each working day.

The Pool directors in their annual report intimated that the policy of building terminal and local elevators would be continued. The delegates passed a resolution endorsing this policy.

The operations of the 42 Pool elevators under the management of C. M. Hall saved to Pool members the cost of \$327,005.24. This is equivalent to five a bushel on the total wheat handled. The loss on grades exceeded

the gains in grades by approximately \$45,000.

A novel feature in so far as operation of live elevators in Western Canada is concerned, was the reporting of the amount of overages of the Pool elevators during the year. This amounted to about 35% of 1%. It can be seen that the Pool maintained a narrow margin in this respect. The annual meeting lasted four days and all the directors were re-elected. There was a perfect attendance and two visitors from British Columbia were also present.

E. B. Barnaby, of Winnipeg, Secretary and Managing Director of the Central Selling Agency was present and delivered the report of the Central Organization. This showed a sales total of 209,500,000 bushels with a turnover of \$236,750,000.00. The administration and general expenses of the Central Selling Agency totalled less than 1.6 of a cent a bushel.

THE OLD COUNTRY FOR CHRISTMAS

CANADIAN NATIONAL RAILWAYS

Special Trains

DURING
DECEMBER
Low Fares
TO
THE SEABOARD

TO THE SHIPS' SIDE

FIRST TRAIN leaves Winnipeg 10:00 a.m., Nov. 24, to Montreal, for sailing of S.S. "Lettia", Nov. 26, to Belfast, Liverpool, Glasgow. SECOND TRAIN leaves Winnipeg 10:00 a.m., Nov. 24, to Quebec (direct via North Line), for sailing of S.S. "Regina", Nov. 26, to Belfast, Liverpool, Glasgow. THIRD TRAIN leaves Winnipeg 10:00 a.m., Dec. 2, to Halifax, for sailing of S.S. "Antonia", Dec. 5, to Plymouth, Havre, London; S.S. "Panama", to Plymouth, Cherbourg, Antwerp; and S.S. "Stockholm", to Gothenburg. FOURTH TRAIN leaves Winnipeg 10:00 a.m., Dec. 8, to Halifax, for sailing of S.S. "Athens", Dec. 11, to Belfast, Liverpool, Glasgow. FIFTH TRAIN leaves Winnipeg 10:00 a.m., Dec. 9, to Halifax, for sailing of S.S. "Acadia", Dec. 12, to London; and S.S. "Baltic", Dec. 12, to Queenstown, Liverpool.

Book Now

with Local Agent of the CANADIAN NATIONAL RYS. or write
J. MADILL, Dist. Passenger Agent
EDMONTON

FOR THE SAILING OF
"DROTTHINGHOLM", Nov. 28 from Halifax to Gothenburg.
"POLONIA", Dec. 8 from Halifax to Copenhagen, Danzig, Helsinki.
"FREDERIK VIII", Dec. 9 from Halifax to Christianand, Oslo, Copenhagen.
THEY WILL BE THRU SLEEPERS FROM PRINCIPAL CITIES

Gatenby's Dept. Store

The Store with the Xmas Spirit

SEE THE SILK
SCARVES
At 50c, worth double.
Silk Crepe Scarves, — \$1.95,
\$2.50, \$2.95 and \$3.95

YES, WE HAVE THE STOCK TO GIVE THE REAL XMAS
ATMOSPHERE TO YOUR HOME, TO YOUR FRIENDS, AND
TO YOUR CHILDREN. THIS IMMENSE STOCK GATHERED
FROM ALL PARTS OF THE WORLD TO MAKE THIS
XMAS A REAL JOYOUS FESTIVAL.



*Simplicity! Beauty!
Daintiness!*

THE famous WOODS LAVENDER
Line Lingerie is on special
display this week.

There are new styles in slim
knickers, vests, smart nighties, gay
pyjamas, slips in the new fall
shades, and all in a fine lustrous
fabric that wears and washes
inimitably.

Be sure to come to our underwear
department this week to see these
new and fascinating styles.



WOODS Lavender
Line

BLOOMERS \$2.50
and \$2.85
VESTS \$1.95
NIGHTDRESSES \$3.95
PYJAMAS \$1.50
PRINCESS SLIPS \$2.95
THREESINONES \$3.95

TOYS that fill the tender
hearts of the children with
joy.
DOLLS, real new born
babies, that suck dummies,
from 85c
TWINN, in baskets, the
1928 Flapper and Dressed
Dolls, from 50c
TEDDY BEARS and Animal
Toys, unbreakable, for babies,
from 25c
PULL TOYS, Wheel Toys,
Jumping Dogs, Trains, Fire
men that walk up ladders;
Mechanical Toys in great
variety; Large Motor Cars,
Trucks, Busses, from \$1.50
to \$3.00.
You should see this stock of
toys. Those who have seen
it say it is the best ever seen
in Strathmore. Toys from
5c to \$5.00 Gramophones
for \$1.95.

PRESENTS FOR MOTHER,
SISTER AND SOME
ONE ELSE'S SISTER.
Dressing Cases, Manicure
Sets, Tea Sets, Salad Bowls,
Fruit Bowls, Candy Jars and
many novelties too numerous
to mention! But a visit to
this store will convince you
that we have the latest novelties
at much less than City
prices.

DRESSES,
DRESSING GOWNS,
SWEATERS,
New Styles — Keen Prices.

GIVE A SILK DRESS
LENGTH TO YOUR
MOTHER.
We have some beautiful
good, Fugl Silk, 79c and 95c
Silk Crepe \$1.95 and \$2.75
Shot Silk \$2.50

PRESENTS FOR MEN IN GREAT VARIETY
Soft Collar Cases, Dressing
Cases,
Dress Shirts, in lovely new
patterns, from \$1.95
to \$2.95
Try our new Overall, Pants,
Coveralls and Jumpers, in
Brown Denim. It is a winner.
Boys' Bloomer Pants and
Long Pants, nice patterns, in
Grey and Brown, Tweed,
from \$1.95 to \$2.95

OUR GROCERY DEPT. OFFERS A NEW, FRESH
STOCK OF SEASONABLE GOODS OF THE BEST
QUALITY

Whole or Cut Peel, lb., 35c
Genuine Australian Raisins,
at 25c
Sunmaid Seedless Raisins,
5 lbs. for \$1.00
Australian Cleaned Currants,
5 lbs. for \$1.00
Cocoanut, sweet shredded, 25c
Cocoanut, desiccated, 25c
Ground Almonds, sealer 50c
Imported Cherries 40c
Shelled Walnuts 45c
Choice Dates, 2 lbs. 25c

Very choice white autumn 20c
Puffed Raisins, 2 lbs. 35c
Cake Decorations, Camflos,
Silver Cuscouis, Tea Berries,
Chocolate Midgets, etc., 10c
Maraschino Cherries, Red or
Green.
Are your Chickens laying
well? If not, Why Not?
Call and see us. We have
the mash to bring results.
Try our laying mash, 50
pounds for \$1.50

SILK UNDERWEAR
is always an acceptable gift,
and we have the celebrated
May-Belle, Woods Lavender,
and Oxford lines:
Lovely Vests \$1.00
Knickers \$1.25

Slips \$1.95
Nightdresses \$2.95
Pyjamas \$4.50
Fapper Sets of Bloomers and
Brassiere \$2.95
Kimonos \$5.95
All in lovely lustrous silk.

BUY YOUR XMAS PRESENTS IN YOUR HOME TOWN. WE HAVE MADE LAVISH PREPARATIONS, AND MARKED
THE GOODS AT A VERY LOW RATE OF PROFIT IN ANTICIPATION OF A BIG DEMAND. WE APPRECIATE YOUR
PATRONAGE. A \$50,000 STOCK TO SELECT FROM.

GATENBY'S DEPT. STORE

STRATHMORE

Where Your Patronage Is Appreciated. We Do Our Utmost To Please You.
PHONES: Groceries 28 Dry Goods 100 Residence 45

BOYS AND GIRLS

Riddles
16. What has many teeth, yet never
suffers from tooth ache?
17. What has a head yet cannot
move it?
18. Which flower is very durable?
A Merry Heart
A merry heart's a splendid thing upon
a rainy day;
When shadows come and hear a laugh,
they flury right away!

And all the little worries stand helpless
with surprise—
Afraid to face the sunshine in a pair of
happy eyes!
A merry heart's a splendid thing to
take along the road;
'Twill brighten up the dullest day, and
halve the heaviest load.
So smile a bit and laugh a bit and have
a bit of fun,
For smiling folk are happy folk when
all is said and done!
—Lillian Gard

A Tongue Twister
If a Hottentot tot taught a Hottentot
tot to talk e'er the tot could totter,
ought the Hottentot tot to be taught to
say aught or naught, or what ought to
be taught here?
One of the employees at the Canadian
Pacific Supply Farm got lost in
the storm. Constable Tate was out on
the scout looking for him, and finally
located him in the home of a friend.

"Jim" Collings has been busy each
night transporting the Chautauqua en-
semble to Strathmore after each per-
formance.
Mr. John Kent is leaving for the
Old Country this afternoon, to spend
three months.
Rev. J. N. Wilkinson attended a
meeting of Calgary Presbytery in Cal-
gary.
John Miller, of Okotoks, was a
Strathmore visitor last Saturday.

:- Local Jottings :-

Mrs. D. N. Gardiner and son left on
Sunday for Victoria, B.C., where they
will spend a vacation with friends.
Mrs. Gardiner was accompanied by
Mr. Gardiner's mother.

Amby Moran, brother of James
Moran, has joined the Moosejaw Hockey
Club.

"Stubby" Gardner, who is located at
Edmonton, is working out regularly
with some of the Eskimo boxers, and
is reported as holding his own with
the southern mill artists.

Harry Miner, who is spending a holiday
in Loomis, Illinois, has made ar-
rangements with Mr. A. Rellinger to
look after orders for Massey Harris
machinery and repairs. Mr. Rellinger
will also accept Massey Harris col-
lections.

The death of Lady Beaverbrook in
England will cause sincere regret
among Canadians, who will remember
her as Miss Drury, of Kingston,
Ontario, and as a sister of Mr. Victor
Drury, who was a resident in Calgary
twenty years ago, a partner in the
firm of White, Hornbrook and Drury.

The Calgary Bus became stalled on
the Calgary highway west of St.
Bailey's, and the proprietor had to
abandon it for the day, returning to
town with Mr. Kent, of Chead, who
happened along with "good old Dob-
bin".

The debate which is being prepared
for the I.O.B.F. for the month of Jan-
uary, is creating no little interest.
Rev. Winter and Principal Crowther
are surely preparing some surprises
for the Canadian champions, Messrs
Schulte and Quinn.

Red Deer last year held a most suc-
cessful horse sale, and now are making
preparations for a sale in March
next. If Strathmore is to hold a sale
would it not be well to get started.
Horses cannot be fitted in a few days,
and poor prices surely follow for ani-
mals lacking condition.

Mayor Strimling, very thoughtfully
organized a number of citizens on
Monday during the storm, and picked
up the school pupils in automobiles,
and took them safely home to their
parents. The outside pupils were taken
in by the Strathmore people, much to
the appreciation of the outside
parents.

Mrs. T. E. Wright was the guest of
her father at Okotoks last week.

Mrs. Van Tighem spent a couple of
days last week with friends in Cal-
gary.

Principal Crowther was a Calgary
visitor Saturday last.

Mrs. Sherman accompanied her hus-
band, Bishop Sherman to Strathmore
Sunday last. They were guests of Mr.
and Mrs. G. H. Patrick while here.

Bishop Sherman conducted the con-
firmation service in Carleton Place
afternoon.

Bishop Kidd will come from Calgary
Wednesday, December 14, to be pre-
sent at the service in connection with
the installation of the new bell, to be
placed in the tower of the Roman
Catholic Church here.

The Ladies Aid of the United Church
will hold the last meeting for the
year at the home of Mrs. J. N. Wil-
kinson on Thursday, December 15th,
at 3 p.m. Annual report and election
of officers will take place.

John Miller and Don McLean, for-
merly of the Pioneer Meat Market, who
have been in business at Okotoks,
have dissolved partnership. "Don" will
carry on the business.

WHY? WHY? WHY?

DO ALL THE LARGEST INSURANCE COMPANIES SEEK REPRESENTATION IN OUR OFFICE?
THEY KNOW THAT WE ARE ABLE TO GIVE THEM AND OUR CLIENTS SATISFACTORY SERVICE BECAUSE INSURANCE
IS OUR BUSINESS.

If you want Safe and Sound Insurance of any kind see us

STRATHMORE AGENCIES

PHONE 98

"THE INSURANCE SPECIALISTS"
STRATHMORE, ALBERTA
FRED J. DUNN, Proprietor.

PHONE 98

ROCKYFORD, DISTRICT AND GENERAL NEWS

Exclusive Agents at Rockyford for
VICTOR ORTHOPHONIC, V. E. RECORDS
VICTOR ELECTRIC RADIOS.
Interested?

BERT ERSWELL, Phone 4, Rockyford

WHERE TO GO FOR

Radios

— and —

Radio Supplies

— also —

now is the time to have
your overhauling done.

**ROCKYFORD
GARAGE**

F. W. Gibson, Prop.
Phone 12,
Rockyford Alta.

**DR. R. H. DENHOLME,
D.D.S., Calgary**
will be at Rockyford every
WEDNESDAY
Situated at McGuire's Office.
Phone 1.

**DR. R. D. HEWSON, M.D.,
Physician & Surgeon**
Phones 23 and 32, Rockyford

NEED OF REPOSE

"Living in the midst of constantly worldly occupations and social duties it is morally certain that without some spiritual aid our faith is weakened as also is our neighbor. I think there never was a more hurried period, a time more exacting in its demands upon all our physical and mental resources, at the present time, and especially here in America. The days are filled with nervous activities which become so urgent that even the night is no longer the time for rest. Competition in every line of business trade and professional life is so keen, that to achieve even mediocre success nowadays, means such a complete devotion to work that there is little time left for recreation and sleep. Very forces which are most needed to carry on work. So that even the wealthiest now have no leisure, which used to be the consideration of everyone, once he was able to amass sufficient means to allow it. Clever, able talented men find their forces exhausted before they arrive even at middle age. They have acquired the habit of whipping their poor jaded forces until they fall. And this is called dying in harness, as if it were some species of glorious heroism. Now what is the remedy for this? There must be a remedy, otherwise life would not be worth living, success would not be worth attaining, the candle would not be worth the burning. The only remedy for the excess and for the tyranny of what is the end is only purely monetary success, is repose—physical, mental, and above all, spiritual repose; time to think as well as to do; time to deliberate as well as to act; time to plan as well as to execute. And above all, to think, to deliberate and to plan for that which is eternal not merely that which tomorrow will turn to ashes."—Cardinal O'Connell.



108-YEAR-OLD PIONEER
James Macintosh, of Kamloops, B.C., has just celebrated his one hundred and eighth birthday at the Vancouver Old People's Home. Born in London, Ontario, the centenarian ran away from home at the age of fourteen and joined in the Civil War. Whilst on his travels he heard Lincoln make an election speech, and also shook hands with General Grant after the Civil War. "Old Jim" spent a great many years prospecting in British Columbia, before he was forced to take refuge in the Old Men's Home.

ROCKYFORD

Mr. and Mrs. Lingenfelder made a business trip to the city on Monday.



It is remarkable how very popular Horn Beer has become all over Alberta. Its excellent quality has made many friends, and what is more, is holding them.

You make no mistake when you phone for a case of Horn Beer. It is brewed with skill and thoroughly matured before being put on the market. No other beer can equal it.

Have you tried HORN brand STOUT

THERE'S A REVELATION IN IT FOR YOU!

BIG HORN BREWING COMPANY, LTD.

This advertisement is not inserted by the Alberta Liquor Control Board nor by the Government of the Province of Alberta.

Have you got your rumo house? If not, phone 12, F. W. Gibson.

A miscellaneous shower was held for Mr. and Mrs. Leonard Smith (nee Miss Clara Holmes), at the home of Mr. and Mrs. A. W. Miller on Saturday night. They were the recipients of many beautiful and useful gifts.

ROSEBUD

We are sorry to report that Mrs. Roy Houston has been a patient in the Drumhead hospital.

Tuesday evening the Ladies Bridge Club met for its weekly game at the home of Mrs. Otto Engstrom. The honours, a china marble jar and a fancy paper puff, were won by Mrs. H. Wilson and Mrs. G. De Foe, after which daily refreshments were served, bringing a happy evening to a close.

A very pleasant time was spent at the home of Mrs. P. Hainwood on Wednesday, when she entertained the members of the B Club. The afternoon was spent in a social way. The musical numbers were much enjoyed, and the contest proved most interesting, prize being won by Mrs. Engstrom and Mrs. Wilson. Assisting the hostess at the tea hour were Mesdames Vigar, Barlow and De Foe.

The regular meeting of the Aid, held at the home of Mrs. Jas. Walker on Thursday, was much enjoyed by all the members. The sleigh ride out had whetted the appetite, and after the business, each and all did full justice to the delightful lunch provided by the hostess.

Mr. and Mrs. R. Bessard were passengers to Calgary on Friday evening.

N. Barlow and family spent the week end in Calgary.

Don't forget the 3rd Cross dance on Friday evening in the Rosebud Hall. During the evening tickets will be drawn for a beautiful fruit cake. Come out and assist in this worthy cause.

Mr. J. Clark and Miss Rose Clark went into the city on Friday's train.

Mr. and Mrs. Chas. Dunsmore spent Sunday with friends at Rockyford.

Mr. and Mrs. Jas. Walker and Mrs. G. De Foe were guests in the city over Sunday.

B. Morke was a passenger to Calgary on Friday.

Mrs. M. O'Farrell went into the city on Monday.

A. Hanson returned from the city on Sunday evening.

Our postmaster, Mr. H. Thorne, and son, Frank, left Thursday evening en route to Vancouver, where they will spend the winter.

Mrs. C. Sangster and babe returned from the city last week.

CARSELAND

A real old time dance will be held in the Community Hall on December 14th.

A runaway of a team driven by Henry Dick caused some excitement when the contents of the sleigh were scattered in every direction, leaving the driver and his brother to hood it home.

The community quilt was on display during the dance held on December 2nd.

Mr. and Mrs. J. G. Forbes were guests at the Townsmen's Convention during the week. From reports, everyone had a good time.

Jimmie Rogers left Saturday morning for a three months holiday at his old home town, Greenock, Scotland.

The electric lighting system installed in the hall during the week, was quite a hit in carrying the dance of Friday night to a successful finish.

CANADIAN CLUB LUNCHEON

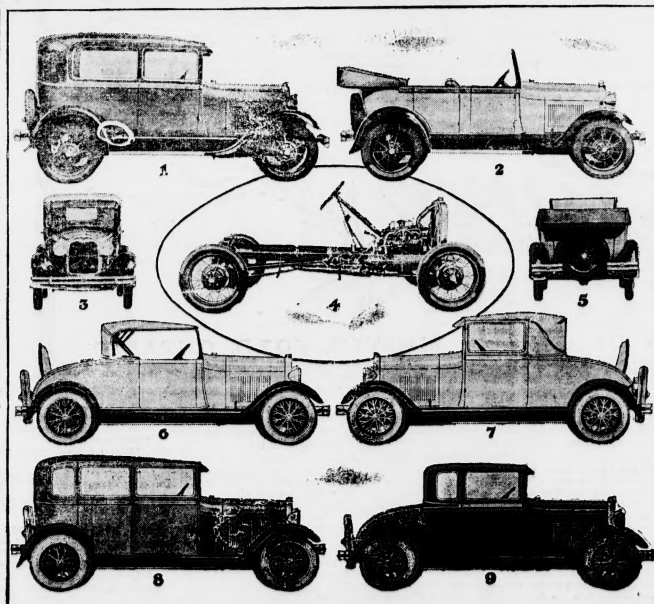
The regular monthly Canadian Club meeting was held at the Rockyford Hall on Saturday, November 26th. Sir Herbert Ames, K.T., LL.D., official delegate to the Assembly of the League of Nations, was to have spoken at this meeting, but owing to severe illness was unable to speak. Mr. Hugh Farthing, a Canadian Club worker of note from Calgary very kindly consented to substitute.

Mr. Farthing gave a witty and eloquent address on the Canadian Club and its relations to politics. He emphasized very strongly the fact that every Canadian citizen and every person interested in Canada should exercise his right to vote and that way be part of the governing body of this country.

Although owing to the fact that the meeting was held on a Saturday night when most of the members are busy the meeting was nevertheless well represented.

Since the previous luncheon a large number of new members have joined the Canadian Club and owing to the interest that is being taken in it, it is evident that it is fast becoming the most popular club ever organized in the district.

Mr. O. Christenson was a visitor in the city on Tuesday.



FIRST AUTHENTIC PHOTOGRAPHS OF THE NEW FORD CAR

The six body models and chassis of the new Ford car are shown above. The new car has graceful, attractive lines, exceptional power, unusual speed and getaway. It has been driven at more than sixty miles per hour; accelerates from 5 to 25 miles per hour in 8½ seconds in high gear; travels 40 miles per hour in second gear; is fitted with three-speed transmission of Lincoln

design and is completely equipped. Each model is offered in a number of bright optional color combinations. No. 1 is the new Tudor; 2 the new Phaeton; 3, front view of the new Tudor; 4, the new Chassis; 5, rear view of the Phaeton; 6, the new Sport Roadster; 7, the new Sport Coupe; 8, the new Fordor Sedan; 9, the new Coupe.

The NEW CAR

INTRODUCING A FINE CAR IN THE LIGHT CAR FIELD

THIS entirely new car surpasses the accepted standards of light car accomplishment; sweeps aside all boundaries of price class; establishes a new standard of acceleration, speed, power and smoothness. Heretofore the following characteristics have been combined only in expensive cars.

Speed—better than a mile a minute.

Acceleration—5 to 25 miles per hour in high gear in 8½ seconds.

Endurance—this car will travel all day at 50 miles per hour without strain on motor or chassis.

Riding comfort—flexible springs and four hydraulic shock absorbers permit comfortable travel at high speed over the roughest road.

Roadability—this car's low center of gravity holds it snugly to the road on an unbanked turn even at high speed.

Power—in deep, loose sand with the front wheels cramped and from a dead stop, the car will turn in a tight circle, forward or reverse, without effort.

Effective braking—the instant response of mechanical, four-wheel brakes with dual control ensures positive braking for any emergency.

Positive steering control—A relaxed hand on the steering wheel will hold the car steady in loose sand and over bumpy roads. Turning radius 17 ft.

Economy—30 miles per gallon of gasoline, plus the well known economics of Ford car maintenance.

Appearance—coach work of pleasing proportions, tastefully finished in an extensive range of color combinations of durable satin lacquer.

Quietness—Vibration in the engine is practically negligible. New final drive is exceptionally quiet. Double-ply anti-squeak tape, asphaltum treated fabric and hardwood blocks between body and frame minimize body noises.

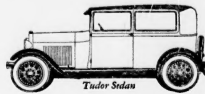
Motor

Make and Model—Ford "A"
Four Cylinders—Bore 3½", Stroke 4½"
Unit Construction
Pump and Thermo-Siphon Cooling
Pump and Splash and Gravity Lubrication
Single Coil Distributor Ignition
Sliding Gear (3 speed) Transmission
Multiple 9 Plate Dry Disc Clutch
Crankshaft—Statically and Dynamically Balanced
High and Low Speed Jet Carburetor (hot-spot manifold)
Aluminum Pistons
Oil Indicator
Two Blade Aeroplane Type Fan
Balanced Fabric Timing Gear
Chrome Chrome Nickel Alloy Valves
N. A. C. C. Rating 24.05 H. P.—Actual
Developed H. P. 40 at 2200 R. P. M.

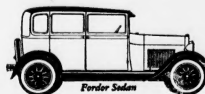
Equipment

Automatic Windshield Wiper (Closed Car)
Rear View Mirror
Speedometer
Dash Light
Gasoline Gauge
Ammeter
Combination Tail and Stop Light
Motor Driven Horn

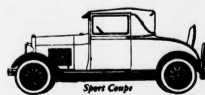
60 Miles Per Hour
40 Miles Per Hour in Second Gear



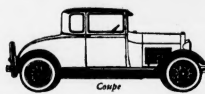
Tudor Sedan



Fordor Sedan



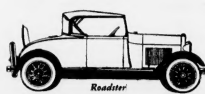
Sport Coupe



Coupe



Phaeton



Roadster

Performance

Acceleration—5 to 25 M. P. H. in 8½ Seconds
30 Miles Per Gallon Gasoline Consumption

Your local Ford dealer will give you prices and complete details—See him today.

Engine—At 2200 revolutions per minute the new four cylinder engine develops 40 H. P. This revolution speed is low for such power and sets an entirely new standard for light car speed and acceleration, enduring quality and operating economy.

Engine lubrication—Combination of pump, splash and gravity feed thoroughly lubricates all frictional surfaces regardless of road grades.

Cooling system—Combination water pump and Ford thermo-siphon system doubly insures ample radiation. Engine warms up quickly but will not overheat.

Electrical system—The new Ford designed distributor is placed on top of engine permitting direct connection to spark plugs by means of short bronze bands. The single coil is protected by a waterproof case. Co-incidental lock on ignition circuit is theft proof. The powerful starting motor and dependable generator are both of Ford design.

Clutch and transmission—Patterned after the famous Lincoln, these units give an operating ease never before found in moderate priced cars. The nine plate multiple dry disc clutch and the selective transmission are designed to make shifting of gears remarkably easy and simple. Getaway, unexcelled by any car made today, is just one of the many advantages. Three speeds forward and one reverse. All gears are made of heat-treated chrome alloy steel. The only light car in which transmission shafts are mounted on ball and roller bearings.

Rear Axle—The axle shaft itself carries no weight as the ¾ floating principle places the weight of the car on the axle housing. Flexible roller bearings minimize rear wheel friction. A Torque Tube drive and spiral bevel gear are additional features.

Springs—Transverse semi-elliptic design. Relieved of all driving strain, they perform the sole function of cushioning road shocks. The transverse type of spring helps to prevent a large amount of frame distortion, makes four-wheel brake operation more efficient, gives easier steering and reduces unsprung weight.

Chassis lubrication—Alenite-Zerk pressure system.

Equipment

Starter
Foot Accelerator
One Piece Windshield Sun Visor
Thief Proof Ignition Lock
4 Hydraulic Shock Absorbers
Wide Range of Color Options

Chassis

4 Wheel Brakes—Mechanical Internal Expanding Type with Automatic Equalizer
Springs—Transverse Semi-Elliptic Drive—Torque Tube Gears—Spiral Bevel
Rear Axle—Three Quarter Floating
Full Crown One Piece Fenders
Ignition Wires Enclosed in Flexible Steel Tubing
Steering Gear (irreversible)—Worm and Sector Type
Acorn Design, Nickel Plated Headlights
5 One-Piece Steel Spoked Wheels
17½ Steering Wheel
Alenite-Zerk Pressure Lubrication
Body and Chassis Insulated to Prevent Noise
Wheel Base 103½ inches
Turning Radius—17 Feet
Tire Size—30 x 4.5
Road Clearance—9½ inches



FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

HEARD ON THE STREET

Mother: "When he proposed to you, was he on his knees?"

Daughter: "No, I was."

Don McKay: "And the tie for the little boy, madam; would you like a long tie?"

Lady: "Yes, very long; he grows out of things so quickly."

Jim Swanson says a girl with a Christmas ring hates to wear her Christmas shoes.

He (caresses her): "Darling—no." **She:** "What do you think you are? An osteopath?"

When a man reaches the age when he is permitted to kiss his wife's friends when they come to visit and no questions asked, he doesn't care much about it, and worse yet, they don't either.

Miss Blank: "I suppose you were nervous when you first asked your husband for money?"

Mrs. Bridley: "No, I was calm—and collected."

Young Blank: a groined clerk, was generally equal to all emergencies, and when he applied for a job he was very much on his mettle.

"Ah!" said the manager, "what I want is a reliable clerk for the weighing room; one that knows what's what, do you understand?"

Blank nodded.

"You know your weights and measure table, of course?" went on the manager. "You might just run through them now."

"Fifteen ounces make one pound," began Blank.

"Go in and start at once," cried the manager; "you're the man for us."

Tom Grogan tells about a couple of salesmen "on the rural sale" who were hired to meet a line of a lot and each began praising the

particular make of safe that he was representing.

One of them said, "Just to give you an illustration of the superiority of our safe, I will tell you of a test we made recently. We put a living rooster in one of our safes, built a huge fire around it, and left it in this intense heat for twenty-four hours. When we opened the door of the safe, the rooster stepped out, flapped his wings, and crowed, as lively as when we first put him in."

"That is nothing," remarked the other salesman. "Our company made the same test, putting a living rooster in a safe and leaving it in the fire for twenty-four hours. But when we opened the safe the rooster was dead."

"Ha, ha!" laughed the first salesman; "so I thought."

"Yes," returned the other; "he was frozen to death."

The canny Scotch is omnipresent and omniscient. The latest story forthcoming is of one who, wishing to know his fate, telegraphed a proposal of

marriage to the lady of his choice.

After waiting all day at the telephone office he received an affirmative answer late at night.

"Well, if I were you," said the operator who delivered the message, "I'd think twice before I'd marry a girl who kept me waiting so long for an answer."

"Na, na," replied the Scotch. "The lass for me is the lass who waits for the night rats."

There are three times in the year, according to Bobby Hamby, when a boy can get out of bed without threats of violence from his mother—Christmas day, Christmas and Dominion Day.

Audrey, aged four, had been severely reprimanded by her father in the morning before he went to the office. Audrey resented the rebuke very strongly and could not forget it so easily. Accordingly, when her father came home that evening, Audrey called out the stairs:

"Mummy, your husband's home."

The school girl was sitting with her feet stretched far out into the aisle and was busily chewing gum when the teacher espied her.

"Mary!" called the teacher.

"Yes, madam," cautioned the pupil.

"Take that gum out of your mouth and put your feet in!"

Angry Mother: "Some of you pedestrians walk along as if you owned the streets."

Irate Pedestrian: "Yes, and some of you motorists drive around as if you owned the cars."

"Tony" Grogan can't understand what all these "Daylight Saving Votes" means since one of his scientific pals insists that the sun will last at least ten billion years. All of these birds must have a little Scotch in them.

"Tommy," said his mother, "grand mother is very ill. Can't you go in and cheer her up?"

"Ye'um," said Tommy, as he went

into the sick room. But in a few moments he came out disconsolate. "Couldn't, mother," he said. "She seemed to get worse."

"What did you say, dear?" asked mother.

"Why, I asked her if she would like soldiers at her funeral."

ARGENTINE HARVEST AREA IS INCREASED BY 1,416,000 ACRES

Buenos Aires:—An increase of 666,000 hectares (roughly 1,616,000 acres) in the sown harvest area for 1927-28 is shown in the final official figures made public today by the ministry of agriculture. The total sown area for 1927-28 is 12,932,000 hectares (31,930,000 acres), divided as follows: Wheat, 7,978,000 hectares (19,946,000 acres); flax, 2,855,000 hectares (7,137,000 acres); oats, 1,579,000 hectares (3,947,000 acres); barley, 480,000 hectares (1,200,000 acres); rye, 362,000 hectares (905,000 acres); seed, 38,000 hectares (95,000 acres).

Long Distance Telephones
in every room. Running Water
Private Baths.

When In Calgary Stay at the

YALE HOTEL

Opposite C.P.R. Depot
CALGARY — ALBERTA

The House of Comfort, Courtesy, Cleanliness.
Fred R. Phillips, Mgr. Chas. Trautwein, Prop.

Risdon's Machine Shop

STRATHMORE

General Machine Work, Welding, Brazing,
Pipe, Etc.
Machine Shop Phone 13 — Residence Phone 27
BRING ME THE REMAINS

The Strathmore Hotel

BUS MEETS ALL TRAINS.

First-class Meals Served.

Good Rooms at Reasonable Rates.

SPECIAL RATES TO STEADY ROOMERS

ARNOLD M. FRASER, Proprietor

For Christmas Cakes

Citron, Lemon and Orange Peel, Raisins, Cherries,
Etc., for that big Christmas cake or pudding.

EVERYTHING IN GROCERIES

M. B. GARRETT

Phone 62. Strathmore, Alta.

"Everybody Reads The Strathmore Standard"

WINTER Excursions

PACIFIC COAST

TICKETS ON SALE
Dec. 7, 8, 9, 13, 15, 20, 22, 27, 29
Jan. 5, 10, 12, 17, 19, 24
Feb. 2 and 7
Return Limit April 15, 1928

EASTERN CANADA

TICKETS ON SALE
December 1st to January 5
from stations
Manitoba (Winnipeg and West), Saskatchewan
and Alberta
Return Limit Three Months

CENTRAL STATES

TICKETS ON SALE
December 1st to January 5
from stations
Saskatchewan and Alberta
Return Limit Three Months

For Detail
Information
Ask the
Ticket Agent



D. A. PERRY
Local Agent
Strathmore
Phone 33

CANADIAN PACIFIC

STRATHMORE & BOW VALLEY STANDARD

Published Every Wednesday
Member Western Selected Town Weeklies

Office Phone 17 A. A. MOORE, Editor Residence Phone 94

Subscription Price \$2.00 per year in Canada, Outside Canada \$2.50 per year.
All subscriptions payable in advance. No exceptions.

Contributions, articles and letters intended for publication must be signed
by the writer.

LEGAL AND TABULAR ADVERTISING

All legal advertising charged at the rate of 15 cents per line (nine lines
per inch); all subsequent insertions at 10 cents.

Commercial advertising rates furnished on application.

All advertising changes of copy must be in hands of printers by noon
on Monday or no changes can be made or ads. discontinued.

Notices of entertainments, meetings, sales, etc., at which admission is
charged, articles sold, or a collection taken, with the exception of actual
church services, will be charged for at regular advertising rates.

HOW CAN THE ROADS BE KEPT OPEN?

The attention of nearly all the pro-
gressive towns in Alberta is being
centered upon the question of keeping
the roads open during the winter
months.

The advantage to the farmers or
each district is very plain, and the
financial results to the business men
is very important.

The matter of transportation has
changed very rapidly, and past meth-
ods of keeping roads open are entirely
inadequate.

The amount of money invested in
automobiles is large and people can ill
afford to have such an investment
without receiving satisfactory returns
through the service that a car affords
when it may be used.

The question is a real community
one, and the representatives of the
Municipalities, Town Councils, and the
business men might very profitably get
together and endeavor to solve the
problem, and it is a real problem.

Everyone in the district is an inter-
ested party, either directly or indirect-
ly.

The matter is too big for any one
organization to handle alone, but if all
get together it can be solved.

PREDICTS THAT LOWER PRICES ARE REMOTE

Among the Canadian authorities
upon the cattle industry, Coss Hinds
is one of the best informed.

In the Winnipeg Free Press, com-
menting upon the high prices for beef,
states that the run of unprecedentedly
high values, is now causing deep
concern to the trade in general.

A general shift among cattle breeders in
the United States, where range condi-
tions and heavy cattle trade are said
to be rapidly giving way to smaller
holdings and a quicker turnover of
lighter cattle has had as natural result
on the Canadian markets. Good
1,200-pound steers, which a year ago
sold at \$5.75, went last week at from
\$7.00 to \$8.50, a maximum gain of
\$2.75, and fleshy feeders which last
year had a top of \$5.00 had reached
last week a top of \$7.50, a \$2.50 gain.
Other classes, including cows, heifers
and calves, are enjoying similar in-
creases.

Chicago prices are more specula-
lar with fleshy yearlings reaching
as high as \$18.50 one day last week,
with prices for other grades in line.
What the outcome is going to be is
most uncertain and authorities on
the subject are more or less uneasy.
A boom is the last thing desired, both
by the trade and by the producer. A
steady market, with gradual ups and
downs if they must come, is far more
to the point for the trade in general.
In the meantime the producer with
cattle to sell is well situated and is
reaping a harvest. Cattle are scarce
and are being marketed in lighter
weights than ever before so that the
prospect for a return to prices much
lower is quite remote for the present,
and for some time to come.

VISIT THE POST OFFICE VERY REGULARLY

Go to the post office often. In these
last days it looks careless and behind
the times not to be interested in what
the mails are bringing. It is a good
sight to see people rushing out of the
office, men with their families and their
business letters, women with their mag-
azines. Yes, go often, but do not over-
do it. If there are two mails daily do
not call often than four times a day,
and if you have several brothers and
sisters who go regularly for the same
mail, twice will do. Always be polite
to the postmaster and staff. First ask
him if there is anything for you, and if
he says no, ask him if there are any
letters; then, if any papers or post-
cards. Then ask him if your Family
Herald is not there, and if there isn't
some American papers for your mother
and a registered letter for your father.

If you get a weekly newspaper and it
comes on Thursday don't commence
asking for it before Tuesday afternoon;
but if you only take a monthly paper,
every other Saturday is often enough
to call for it. If you expect a letter
and it does not come, let the post-
master know. Tell him you can't ac-
count for it (not being there, that it is
queer, and do not leave until you make
it plain to him that he might be to
blame. If some night, at a quarter to
four, you want to find out if the four
o'clock mail is in, tap at the delivery
window, and if the postmaster does not
come, just tap again, louder, and keep
on tapping until he answers and you
get your information, which will be in
the negative. Then, after he has gone
to his work, call him to the window
again and ask him how long before it
will be in.

—Exchange

HOPING FOR FURTHER REDUCTION IN TAXATION

A. E. Phipps, general manager of
the Imperial Bank, at the annual meet-
ing, closed his address by saying:

"One word more! Last year, in clos-
ing my remarks I expressed the hope
that when the Budget was announced
some consideration would be given
capital and some relief to business in
the way of reduction of taxes. I am
happy to be able to record that during
the year there was a slight reduction

in the Income Tax, and that what
were deemed nuisance taxes, particu-
larly the Stamp Tax, were either
abolished or very considerably ame-
liorated, and I am glad to make my
acknowledgment to the Finance
Minister for this. The repayment this
year of \$110,000,000 of the public debt
without any refunding operation, other
than some short-term assistance
afforded by the Bank, is an operation
of which the Hon. Mr. Robb and his
colleagues at Ottawa may well be
proud, and perhaps give us cause to
hope for some further reduction in
the Tax on business when Parliament
meets again next Spring."

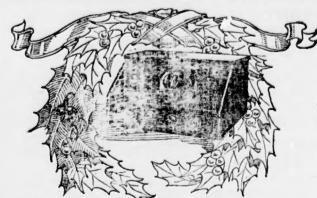
FRENCH WAR WIDOW SUING FORMER KAISER

—O—

PARIS—A French war widow, Mme.
Prieur, has filed suit for damages
against the former kaiser, charging
him with manslaughter.

She accuses Wilhelm of responsi-
bility for the sinking of the liner
Sussex by a German submarine in
the English channel during the war.
Her husband was drowned when the
Sussex went down.

The ministry of justice is studying
the suit.



Radio Is A Lasting Gift

Of all the Christmas gifts none will meet with
greater enthusiasm than a Westinghouse radio set. It
is a gift that the entire family will enjoy, for day after
day your home will be flooded with countless hours of
enjoyment.

In the complete line of Westinghouse Radio Sets
and Radiolas you will find a model to suit your require-
ments, locality and your pocketbook.

For example the Model 57—a battery operated
set many times as selective as the average set. Other-
wise known as "the greatest value in radio". Contains
every improvement found in a set at twice the price.
One dial control. Wide tonal range. Operates on the
newly perfected UX-201-B redudion which cuts operat-
ing costs in half. The price, without accessories, is
only \$76.00! Come in to-day and judge this model
for yourself.

BARBOR & GRADDOCK

—Strathmore—

Westinghouse

BATTERYLESS AND BATTERY
RADIO AND RADIOLAS

THE HOLLAND RESTAURANT

Annex Strathmore Hotel

—NOW OPEN—

Meals served every day from 7 a.m. to 9 a.m.,
12 to 3 p.m., 6 p.m. to 8 p.m.

First Class Service — Player Piano Music

MISS MARY AKKERMAN

Home to the Old Country

—FOR—

Christmas

— New Years

—TRAVEL—

SPECIAL TRAINS

TO THE

SEABOARD

TO THE

SEABOARD

LOW FARES

DURING DECEMBER

TO THE

LEAVE WINNIPEG 10.00 A.M.

CONNECTING WITH

—XMAS SAILINGS—

FROM WINNIPEG—

Nov. 13 - S.S. Melita from
Dec. 3 - S.S. Montclair " St. John
Dec. 10 - S.S. Montclair " St. John
Dec. 11 - S.S. Montclair " St. John
Dec. 12 - S.S. Montclair " St. John

Nov. 25 for Glasgow Belfast, Liverpool
Dec. 6 for Belfast, Glasgow, Liverpool
Dec. 9 for Belfast, Glasgow, Liverpool
Dec. 14 for Cork, Cherbourg, Southampton
Dec. 19 for Belfast, Liverpool

THROUGH SLEEPING CARS TO CONNECT WITH SPECIALS AT
WINNIPEG WILL BE OPERATED FROM EDMONTON, CALGARY,
SASKATOON, MOOSE JAW AND REGINA.

For full particulars ask the Ticket Agent
D. A. PERRY, Local Agent, Phone 33, Strathmore

CANADIAN PACIFIC

PUBLIC NOTICE

Re. UNPAID TAXES

NOTICE is hereby given that a penalty of 5% is added to all taxes
remaining unpaid on December 16th, as provided for by The Municipal District
Act. To avoid this penalty being imposed on your unpaid taxes your remittance
should be in the hands of your Municipal Secretary on or before Decem-
ber 15th, 1927.

M. D. BOW VALLEY, No. 219 M. D. GRASSWOLD, No. 248
Strathmore, Alberta. Rockyford, Alberta.

M. D. KEOMA, No. 249
Irricana, Alberta.

XMAS GIFT SELECTIONS

Toilet goods, a practical gift. French ivory in toilet sets, trays, mirrors and brushes. A beautiful assortment of ladies' purses.

CONFECTIONERY THAT PLEASES

We have an unusually fine line, specially purchased for the Xmas season, and at the right price.

ORDER YOUR ORTHOPHONIC

Only 13 buying days in which to make arrangements to get a New Orthophonic, a delight in every home in which it has been placed. Cash or terms.

STRATHMORE PHARMACY

"The Rexall Store"
H. McKeechie & Son
Phone 49, Strathmore

FURS--

—Have them repaired early. Don't wait until the cold weather. Do it now!

W. G. TIERNEY
The Tailor
Strathmore, Alberta

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Coffee Cakes,
Cinnamon Rolls

Doughnuts,

Fruit Buns
Jelly Rolls, Etc.

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**Tinsmithing,
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Heating.

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Strathmore, Alta.

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WORK**
We do it Right at
Right Prices.

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FIRST CLASS UPHOLSTERING
GUARANTEED
ESTIMATES CHEERFULLY GIVEN
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M6999 CALGARY, ALTA

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BOWLING ALLEYS**
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Tobaccos and All
Smokers' Necessaries.
"The Home of Real
Sport"

R. HAMBLY, Prop.

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**ASSURANCE COY.
OF CANADA**

John Cusack
Strathmore Representative.

King Edward Hotel

FRATERNAL

CANADIAN LEGION

STRATHMORE BRANCH

Meetings held 2nd Tuesday of each month in the Memorial Hall.

All Eligible welcomed as members.

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President
Manager, Phone 85
H. McGregor, Asst. Mgr., Phone 65
C. Keeling, Sec. Treas.

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Strathmore every Saturday

Stinkair & Full
Barrister, Solicitor, Notary Public.

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Strathmore—King Edward Hotel—
Saturday Afternoons of each week.

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Good Clean Rooms At Reasonable
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at all times.
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M 194

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We carry the largest and finest
range of FURS in Western
Canada.

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CALGARY, Alta. (Est. 1908)

CHASE & CO.

Funeral Directors and
Embalmers.
STRATHMORE.
Phone 78.

CHURCH BULLETIN

ROMAN CATHOLIC CHURCH
1st Sunday of month, Mass at Carle
land 9 a.m., Strathmore 11 a.m.

2nd Sunday of month, Mass at Carle
land 9 a.m., Strathmore at 11 a.m.

FATHER MCADAMS
"The Catholic Ministry".
12:15 (noon)—Sunday School,
7:30 p.m.—Evening School. "The City that
is to be".

ST. MICHAELS AND ALL ANGELS CHURCH
Third Sunday in Advent
December 11th, 1927
8 a.m.—Holy Communion.
11 a.m.—Morning Prayer. "The
Prophetic Ministry".

12:15 (noon)—Sunday School,
7:30 p.m.—Evening School. "The City that
is to be".

REV. T. E. WINTER,

STRATHMORE UNITED CHURCH
Sunday, December 11th, 1927
8 a.m.—Holy Communion, 2 p.m. M.V.
Strathmore—Sunday School 11 a.m.,
Divine Worship, 7:30 p.m.

Subject of sermon: "Joel and Jonah,
Nationalism and Universalism".

It has been decided to hold the Annual
Christmas Tree on the evening of
Wednesday, December 21st, in the Church.

The Trail Rangers are expecting a
visit from Gordon Lapp, the Boys'
Work Secretary, on Thursday, Decem-
ber 15th.

The Strathmore Trail Rangers have
the "Spargans", have the honour of
having their candidate for Boys' Par-
liament, Alvin Scherer, representing
District 25, elected by acclamation.
Parliament is to be held in the Coun-
cil Chamber of the City Hall in Cal-
gary, December 27, 28, 29 and 30. Al-
vin will represent the Constituency
Party, under the leadership of Robert
Lund. The slogan of this party is:
"For Alberta in the House Way".

REV. J. N. WILKINSON

THE LABEL

on your paper indicates the
date on which your subscrip-
tion expires. IF YOU are in
arrears we would appreciate an
immediate settlement.



BABY'S OWN SOAP
Pure & Fragrant
Best for Your Baby and Baby's Skin

DR. H. J. HOCKING

—Dentist—

Will be in Strathmore on Saturday of each week, in
Crown Lumber Co. Building. Phone 26 for appoint-
ments.

WE RECOMMEND

New England Investment Trust, Inc.
COLLATERAL TRUSTEE SHARES
AVERAGE **7 1/2** % YIELD

80 Leading Companies — 20 Leading Industries
Safety — Marketable — Profit Possibilities.

O. C. ARNOTT Company, Ltd.
INVESTMENT BANKERS

Royal Bank Chambers M6718 Calgary

UNIVERSAL OPINION

—O—
The Family Herald and Weekly Star of Montreal, has, for some weeks, been publishing in each issue, letters from subscribers in all parts of the Dominion, in which the opinion is unanimous that The Family Herald is the greatest value at one dollar a year in the world today. It is safe to say no other paper in Canada could reproduce so many letters of a similar nature. Some are from readers for ten, twenty, and even forty years duration. The Family Herald deserves its success. It has been the motive of the paper to improve and give greater value year after year. Today it is a newspaper covering all parts of the world, a family magazine that provides clean, wholesome reading for old and young, and a circulating journal exceeding anything of the kind on the Continent. All these three are in one big paper of 72 pages, and for one dollar a year. It is a credit to Canadian journalism.

Auction Sale

N.W. Qr. of Sec. 54, Tp. 23, Rge. 23,
West of the 4th Mer., 2 miles South
and 1 mile West of STRATHMORE.

For sale by instruction from Henry
Heintz, Esq., I will sell by Auction, on

Monday, Dec. 12th
1927, at 11 o'clock sharp,

8 HEAD COWS, weighing from
1200 lbs. to 1600 lbs.

9 MILK COWS (First Calf).
9 CALVES.

25 pure bred Plymouth Rock Chickens,
25 Mixed Chickens, 1 Brood Sow, 15
Shoats.

— IMPLEMENTS —
2 Massey-Harris 8 ft. Bladders, good
condition; 2 Massey-Harris Drills, 24-
run double Disc; Double Disc, Tan-
den 10 ft.; 4 ft. Wagon and Tank;
Light wagon (good shape); Bundle
Wagon; John Deere Gang Plow, 14 ft.;
10 ft. Massey-Harris Cultivator; 4-
ton Harrow; Mower; Grain Picker;
Punching Mill; Hay Rake; 2 Sets Har-
row, and other goods.

Luncheon Provided — Terms Cash
Full particulars may be obtained upon
application to —

HENRY HEINTZ, A. LAZZELL,
Owner Auctioneer
Phone R215, Calgary

NOTICE TO CREDITORS AND CLAIMANTS.

—O—
IN THE ESTATE OF STEPHEN
EUGENE KOREK, LATE OF THE
PORTAL DISTRICT OF STRATH-
MORE IN THE PROVINCE OF
ALBERTA, FARMER, DECEASED.
NOTICE is hereby given that all per-
sons having claims upon the estate of
the above named Stephen Eugene
Korek, who died on or about the 13th
day of July, 1927, are required to file
within undersigned by the 30th day
of January, 1928, a full statement duly
verified of their claims and of any
securities held by them, and that after
that date the executor will distribute
the assets of the deceased among the
persons entitled thereto, having regard
only to the claims of which notice has
been so filed or which have been
brought to his knowledge.

DATED this 6th day of December,
1927.

L. E. OLMOND
of 2204 8th Ave. West,
Calgary, Alberta

12-12-u Solicitor for the executor



Rates for one insertion, 2 cents per word per issue, 1
cent per word each additional issue, minimum charge 50c.
Cash must accompany ads.

Livestock

FOR SALE: DRESSED HOGS,
weigh about 130 lbs. to 140 lbs, 15c
half, 14c whole. Phone 104, Strath-
more. 21-12p

FOR SALE: 15 SHOATES, ABOUT
7 to 8 months old, 2 Brood Sows,
Yorkshire Grade. G. D. Mahon,
R1216, Strathmore. 7-12p

WANTED: ONE OR TWO YOUNG
Holstein Cows, about to freshen.
Give price and location of farm.
Chas. Nielsen, Chancellor. 14-12p

FOR SALE: REGISTERED YORK
shire Boar (Chester's Best), 4 years
old; also selected pure bred young
boars and gilts. W. E. Kew,
Cheadle, Phone R1713. 21-12u

CHICKS FOR 1928. BRED TO LAY
from Tested, Trapped and Official
Inspected Hens with records up to
250 eggs in one year. Big Discount
for Orders placed before January 1st.
Canada's Largest Hatchery.
Buckeye and Wisconsin Incubators
and Brooders. Free Catalogue. Alex
Taylor's Hatchery, Winnipeg, Man.
28-12u

ORDER YOUR TURKEYS AND
Chickens direct from the farm. Mrs.
Drummond, Phone R18, Strathmore.
7-12p

Miscellaneous

WANTED TO RENT, SECTION OF
land or a half section in vicinity of
Strathmore or Cheadle. Have com-
plete equipment. Box 25 Cheadle,
or phone 1063 Strathmore. 28-12p

FOR SALE CHEAP—1 1/2 K.W.
Delen Light Plant in good condition.
Can be inspected by applying to G.
P. Korman or H. MacGregor, Crown
Lumber Co. Aug-24u

FIRE INSURANCE
The season has arrived which
increases fire hazards.
Don't carry your own risk.
Let me arrange that with a good
Insurance Company.

F. R. Lilly Agency
Richard Lilly, Mgr.
Phone 57 Strathmore

AGENTS WANTED TO RETAIL THE

famous J. R. Watkins products to
housewives in your district, highest
commissions. Apply J. F. Bell,
Watkins' Agent, Phone R908, Strath-
more. 7-12p

Houses for Rent or Sale

FOR RENT: DWELLING ON FIFTH
Street, 6 rooms, or will sell cheap.
T. M. Wears, Barrister, a/c, Strath-
more. 20-11u

FOR SALE: NORTHWEST QUAR-
ter Section 29, in Township 26,
Range 21, West of the 4th Meridian,
including coal rights and coal mine,
120 acres cultivated. Good wheat
land. Small buildings. Address L.
Frederick Mayhew, Imperial Farm
Building, Calgary, Alberta. 7-12p

I Forgot

"To pay my subscrip-
tion to the Standard",
that's the explanation
we often get when
subscribers eventually
discover that they are
in arrears. The
amount is small, but in
the aggregate totals
an amount that can
always be used in a
publishing office.

Look up your label
and see if you have
"Forgot".

THANK YOU.

NOTICE

During my absence Mr. A.
Rellinger will look after all
Massey-Harris orders for
machinery or repairs.

Mr. Rellinger will also ac-
cept all collections.

J. H. Miner

STRATHMORE, ALBERTA

DR. R. R. MCINTYRE

DENTIST

Formerly of Strathmore

**714 HERALD BLDG.,
CALGARY**

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MEARNS FLORAL COMPANY

Cut Flowers and Plants
CALGARY
Store M1888, Night L1668
9th Ave. 1st Bl. W.

Thirtle's Theatre

TUESDAY, December 13th—
"TILLIE THE TOILER".

FRIDAY & SATURDAY, December 16th and 17th
"POOR NUT"

TUESDAY, December 20th—
"SAND ACROSS THE BORDER".

Also a Chapter of the Serial every Friday and
Saturday night.